

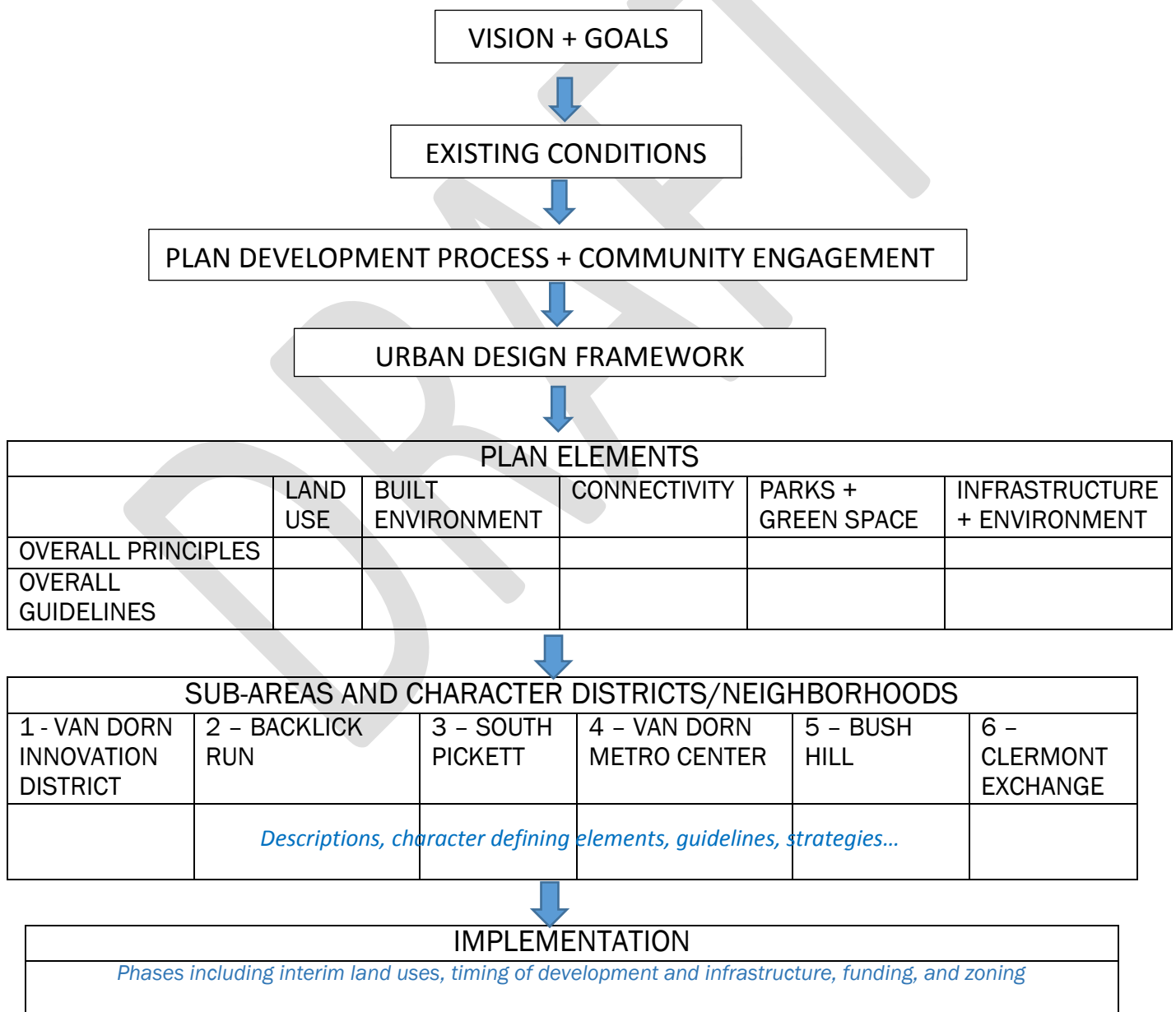
STEERING COMMITTEE BACKGROUND INFORMATION ON PLAN ELEMENTS

City of Alexandria | Department of Planning and Zoning

May 11th, 2015

PURPOSE: This information packet is in preparation for the Steering Committee meeting to be held on Wednesday, May 13th. The intent is to provide you with the plan structure for clarity and hierarchy on how meeting discussions will be incorporated into the plan. Below you will find the draft plan structure, goals, plan principles, and plan guidelines that have already been covered or will be covered on May 13th. Topics for future meeting discussions are also noted. In reviewing the materials, please highlight any principles or guidelines that you would like to discuss on Wednesday.

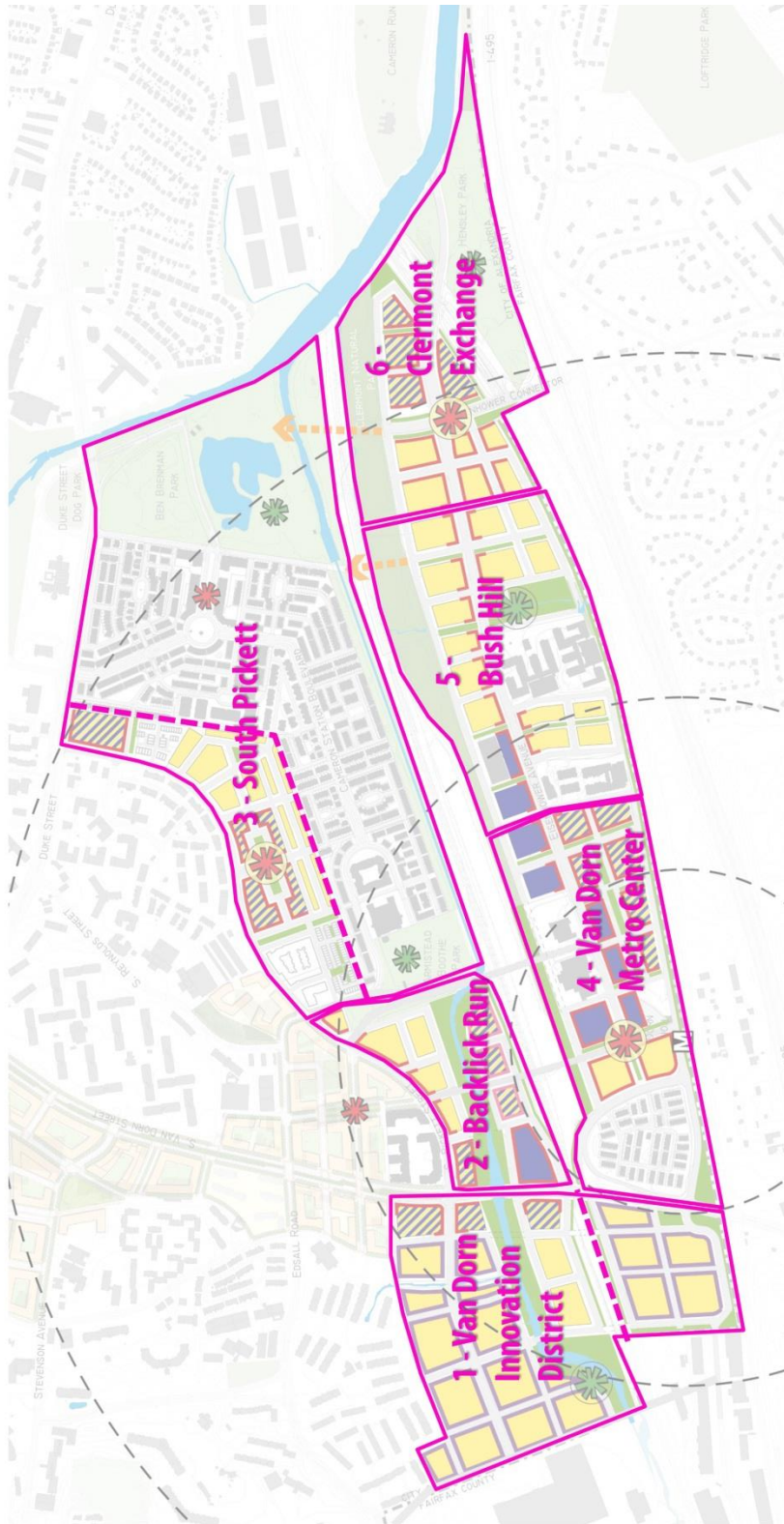
DRAFT PLAN STRUCTURE



DRAFT PLAN NEIGHBORHOODS

May 11th, 2015

Eisenhower West Neighborhoods



DRAFT PLAN GOALS

Last Major Revision: September 25th, 2014

- 1** Eisenhower West will be an integral part of the City's Eisenhower Valley economic engine in which economic development and employment opportunities are maintained and promoted by capitalizing on the Van Dorn Metro Station, proximity to the Capital Beltway, and the opportunity provided by the presence of large land holdings.
- 2** Eisenhower West will have a vibrant mix of uses achieved through phased implementation, including a mix of residential and employment opportunities and are able to co-exist with industrial uses remaining in the area long-term.
- 3** Eisenhower West will be a transit-oriented community, with density focused around transit nodes and corridors.
- 4** Eisenhower West will have safe, efficient, and linked pedestrian, bicycle, transit, and vehicular mobility thereby providing better access locally and citywide to the future amenities of the area.
- 5** Eisenhower West will be more pedestrian-friendly by humanizing Van Dorn Street, Pickett Street, and Eisenhower Avenue so that they become safer for pedestrians and more attractive to residents and shoppers.
- 6** Eisenhower West will have a connected, accessible, and identifiable park and open space system that serves local and citywide recreational needs.

DRAFT PLAN ELEMENTS: PRINCIPLES & GUIDELINES

May 11th, 2015

1 LAND USE

- Relates to Goals #2 and #3
- Principles:
 - Create distinct neighborhoods with land uses that contribute to the enhancement of the southwestern corner of the City of Alexandria.
 - Establish a mix of uses that promote a lively daytime and nighttime environment, and a clean, safe, public realm.
 - Contribute to the Eisenhower Valley economic engine by extending employment opportunities west along Eisenhower Avenue.
 - Leverage the presence of the Van Dorn Metro Station and future transit stops.
 - Balance the current demand for housing with the need to also create future employment opportunities in the Plan area.
 - Create housing opportunities for all ages and incomes.
 - Support existing and future neighborhood serving retail by increasing the customer base.
 - Improve access to a variety of amenities and services for current and future residents and workers.
 - Establish a site for a new urban school and recreation center.
- Guidelines: Land Use guidelines will be covered at the May 19th Steering Committee meeting.

2 CONNECTIVITY

- Related to Goals #3 and #4
- Principles:
 - Increase mobility for all by allowing for a variety of modes of transportation including driving, transit, bicycling, and walking.
 - Reduce, mitigate or remove physical barriers to connectivity in and around Eisenhower West.
 - Improve traffic flow and provide multiple ways to connect people to their destinations.
 - Establish a grid of streets and blocks to improve circulation and promote a pedestrian scale of development.
 - Create a high-quality and comfortable pedestrian realm to encourage pedestrian activity within Eisenhower West and to neighboring areas.
 - Make bicycling a desirable and safe mode of travel around Eisenhower West and to neighboring areas.
 - Provide safe pedestrian routes and crossings to schools and transit stations/stops, parks and amenities.
- Guidelines: Connectivity guidelines will be covered at the June 22nd Steering Committee Meeting.

3 BUILT ENVIRONMENT

- Related to Goals #1 and #5
- Principles
 - Strengthen the neighborhood fabric of Eisenhower West through new development that is phased in over time.
 - Create new neighborhoods with distinctive architectural character, identity, and public spaces.
 - Create a major destination and public spaces at and near the Van Dorn Metro Station.

- Create neighborhood destinations at the intersection of Eisenhower Avenue and Clermont, and the current Trade Center.
- Respect the scale of existing residential developments in Eisenhower West.
- Design building architecture, streetscape and public spaces to be of the highest quality.
- Design sustainable architecture, streetscape and public spaces to contribute to the City's sustainability goals.
- Create and maintain a walkable, safe and clean streets and public spaces.
- Celebrate the creativity of artists in the city and region by integrating public art throughout Eisenhower West.
- **Building Design Guidelines**
 - Buildings should contribute to the architectural character and urban placemaking of each neighborhood.
 - Orient all buildings with primary facades facing streets, public plazas, or park spaces.
 - Place buildings at the build-to line on each block while also achieving variation in setback and depth.
 - Where possible, orient buildings to maximize energy efficiency and provide access to daylight.
 - Buildings should vary in scale, and massing to create architectural interest and avoid long expanses of walls.
 - Building façade massing variations should be a minimum of 3 feet, creating significant modulations in the depth of facades, and avoiding the “wallpaper” look.
 - Building massing should respect adjacent existing residential development.
 - Buildings should reflect the current time and place in design and building technology.
 - Buildings should include and celebrate sustainable design features.
 - Building facades facing streets or open spaces should be lined with active uses at ground levels.
 - Ground levels of buildings should contain active uses including retail, restaurants, flex uses, and shared spaces such as building entrances and lobbies.
 - Provide sustainably designed and LEED-certified buildings consistent with the City of Alexandria's green buildings policies and development standards.
- **Architectural Features Guidelines**
 - Include building architectural features that promote good urban form.
 - Denote gateway locations through architectural features and building height and massing. The gateway elements will be proportionate to the size and scale of the building.
 - Create distinctive building tops for taller buildings.
 - Create distinctive building forms and architecture for signature facades.
- **Building Height Guidelines**
 - Buildings in Eisenhower West should vary in height to provide interest in each neighborhood.
 - Building height should step down toward adjacent existing residential development.
 - Building heights should vary to avoid creating a “canyon effect”, and allow light and air.
 - Buildings within a 1/4 mile of the Van Dorn Metro Station may be a maximum of 20 stories.
 - Buildings between 1/2 a mile from the Van Dorn Metro Station may be a maximum of 15 stories.
 - Buildings over a 1/2 mile from the Van Dorn Metro station may be a maximum of 5 stories. However, buildings along Claremont Avenue may be a maximum of 8 stories.
 - The density provisions in Section 7700 of the Zoning Ordinance apply.

4 PARKS & OPEN SPACE

- Related to Goal #6
- Principles:

- Create an open space network in new development areas.
- Protect, expand, and connect stream valleys and other environmentally sensitive areas.
- Link and expand the pedestrian, bicycle and trail system.
- Protect and enrich existing parks.
- Provide additional recreational opportunities.
- Enhance streetscapes and gateway areas.
- Increase tree cover throughout Eisenhower West.
- **Public Art Guidelines**
 - Public art should be integrated into the design of open spaces in each neighborhood in the Eisenhower West plan area.
 - Public art should be site-specific and help contribute to the character of each neighborhood while creating a sense of place unique to that neighborhood.
 - Key locations for public art should include prominent locations such as gateways, plazas, parks, and nodes of activity identified in the Plan.
 - Public art elements can be integrated into the design of streetscape and public space components such as lighting, seating, paving, vegetation, fountains, etc.
 - Public art in the plan area must be consistent with City-wide public art policies and plans.
 - Both temporary and permanent public art can be used to activate space.
- **New Parks & Green Spaces**
 - Create at least one neighborhood park in each Eisenhower West neighborhood.
 - Neighborhood parks should be a minimum of one-half acre in size.
 - Neighborhood parks could include picnic grounds and shelters, playgrounds, dog areas, small natural areas, and active recreation areas.
 - Accessible open space also includes smaller open spaces (pocket parks) intended to meet the needs of residents within a one or two block area. These may include seating areas, landscaping and small scale play equipment.
 - The plan calls for 30% (tentative) of residential land to be used for open space. It is recommended that one third of this (10%) be located on site and that two-thirds of this (20%) be combined within neighborhoods rather than the 30% being provided on each individual parcel.
 - As part of its interim plan for Eisenhower West, the City will look for opportunities for temporary parks.
- **Backlick Run Greenway**
 - A revitalized Backlick Run will be the key open space feature of the Eisenhower West Plan. Revitalization of this greenway will include stream restoration, the removal of structures from the Resource Protection Area (RPA) and the removal of invasive species and replacement with native vegetation.
 - Existing buildings and other impervious surfaces should be removed from the RPA concurrent with redevelopment of the sites on which they are located.
 - These natural areas should integrate the multi-use trail and passive open space. Some benches and picnic areas should also be provided.
 - The open space may include stormwater management features.
 - Connecting to the Backlick Run Greenway will be other “green fingers” which include stream valleys and other environmentally sensitive areas. One example is the small stream that connects to Backlick Run in the vicinity of 731 S. Pickett Street.
 - Additional green fingers connecting to Backlick Run will be identified and planned through the development process and provided as development occurs.
- **Existing Parks**
 - Enhancements to Ben Brenman Park, Armistead Boothe Park, Hensley Parks could include features such as lighting, drainage, irrigation, fencing, turf fields and picnic shelters.

- Enhance access to Ben Brenman Park from south of the rail lines by implementing at least one of the two bike/pedestrian bridges.
- Increase the size of the Clermont Natural Area by acquiring the property owned by Norfolk Southern west of the natural area, or place in a conservation easement, to provide additional passive open space in the plan area and to potentially include stormwater management features.
- **Public Spaces & Plazas**
 - Provide memorable and active public spaces to encourage sociability, gathering, and interaction among community members, particularly at the Van Dorn Metro station.
 - Provide Low Impact Development (LID) elements in open spaces in streetscape and public space design.
- **Streetscapes & Gateways**
 - Maximize opportunities to enhance tree coverage with easy to maintain street trees to help meet the overall City goal to achieve 40% tree canopy coverage by 2020.
 - Maintain existing and plant trees along all existing and new streets in the Plan area at appropriate intervals, in accordance with City policies.
 - Create a gateway at the City-owned property in the area of the Eisenhower Avenue collector (Claremont interchange). Enhancements could include special planting, lighting, paving, or historic overviews.
 - Create a gateway at the City-owned property at the intersection of Eisenhower Avenue and S. Van Dorn Street. Enhancements could include special planting, lighting, paving, or historic overviews. The City will work with WMATA to jointly enhance WMATA's property on S. Van Dorn Street.
 - Provide vegetative screen adjacent to the Metrorail and CSX rail lines, to mitigate some of the visual and noise impacts from these uses. This vegetative screen would be planned and planted as part of the development of adjacent properties.

5 INFRASTRUCTURE & ENVIRONMENT

- **Principles:**
 - Create high-efficiency buildings and environmentally responsive neighborhoods through energy use, waste water, and water supply that achieve the goals of the Eco City Charter.
 - Engage local infrastructure resources including Covanta and AlexRenew to create economic benefits for the City through district heating and cooling and water reclamation opportunities.
 - Address infrastructure on a neighborhood and district level by identifying regional and local opportunities.
 - Create sustainable infrastructure that builds on and enhances the local environmental character of Eisenhower West.
 - Minimize the construction and maintenance burden of infrastructure on the City while maximizing quality and value of new facilities.
 - Decrease neighborhood flooding and improve stormwater management.
- **Guidelines:** Infrastructure and Environment guidelines will be shared at a future date.

DRAFT PLAN ELEMENTS: BACKGROUND HOUSING INFORMATION

May 11th, 2015

1 Affordable Housing Demand in the City

- Demand is growing for affordable housing for the workforce, families, and seniors
- Housing costs have risen faster than incomes
- The number of market affordable rental units has declined
- There are not enough publically assisted rental units

2 Affordable Housing Supply in EW

	Affordable Units	Percent of Total	Level of Affordability	Length of Affordability
The Exchange at Van Dorn	0 (cash contribution)	0%	n/a	n/a
The Reserve at Eisenhower Avenue	0 (cash contribution)	0%	n/a	n/a
The Residences at Cameron Station	7	4.73%	1 bdr - \$175,000 2 bdr - \$225,000	30 years
Cameron Station	0 (public benefit contribution— food bank and shelter)	0%	n/a	n/a
Summers Grove	11	5.76%	\$173,200	15 years (deed restrictions have expired)

3 [Housing Master Plan](#)

- FY14-FY25 Goal: 2,000 units (a combination of preserved, preserved, or assisted units)
- Additional Goals:
 - Goal 1: Preserve the long-term affordability and physical condition of the existing stock of publicly assisted rental housing, as well as market rental housing where affordability commitments can be secured.
 - Goal 2: Provide or secure affordable and workforce rental housing through strategic development and redevelopment.
 - Goal 3: Provide and support the provision of affordable and workforce home purchase opportunities for Alexandria residents and workers.
 - Goal 4: Enable homeowners to remain in their homes safely, comfortably, and affordably.
 - Goal 5: Provide a variety of safe, quality housing choices that are affordable and accessible to households of all ages and abilities.
 - Goal 6: Enhance public awareness of the benefits of affordable housing.
 - Goal 7: Enhance public awareness of the benefits of healthy, well-designed, and energy efficient housing that fosters the well-being of Alexandria residents.